

FY 2012-2013 Revenue Projections

By
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City Manager

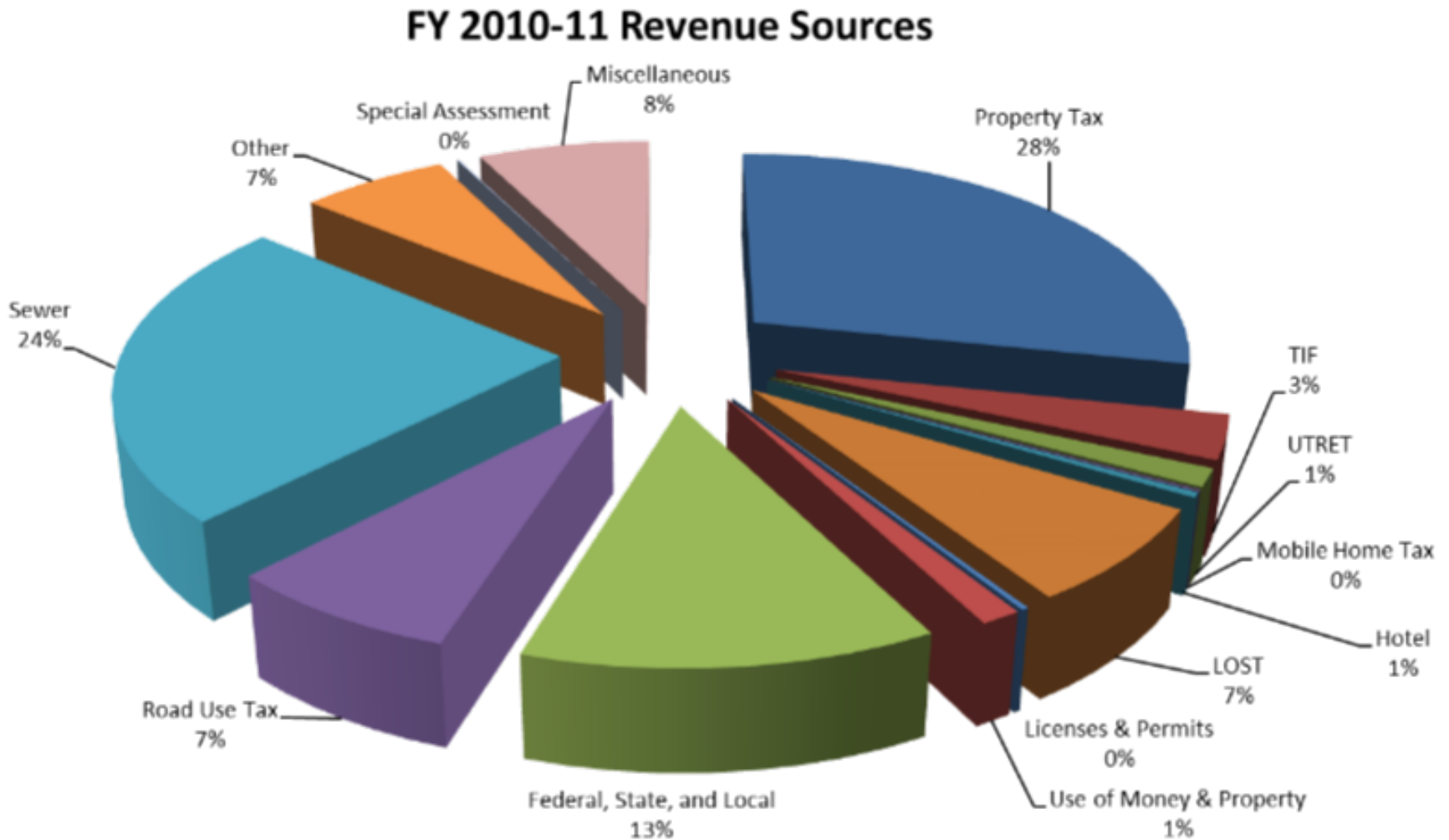
Presentation Overview

1. Last Year's total revenue breakdown
2. Methodology of analysis
3. Total Revenue Trend Overview
4. Individual analysis of each revenue source:
 1. Property Tax
 2. Tax Increment Financing (TIF)
 3. Utility Tax Replacement Excise Tax (UTRET)
 4. Mobile Home Tax
 5. Hotel/Motel Occupation Tax
 6. Local Option Sales Tax (LOST)
 7. Licenses and Permits
 8. Use of Money and Property
 9. Federal, State and Local Grants and Reimbursements
10. Road Tax
11. Sewer
12. Other
13. Special Assessments
14. Miscellaneous

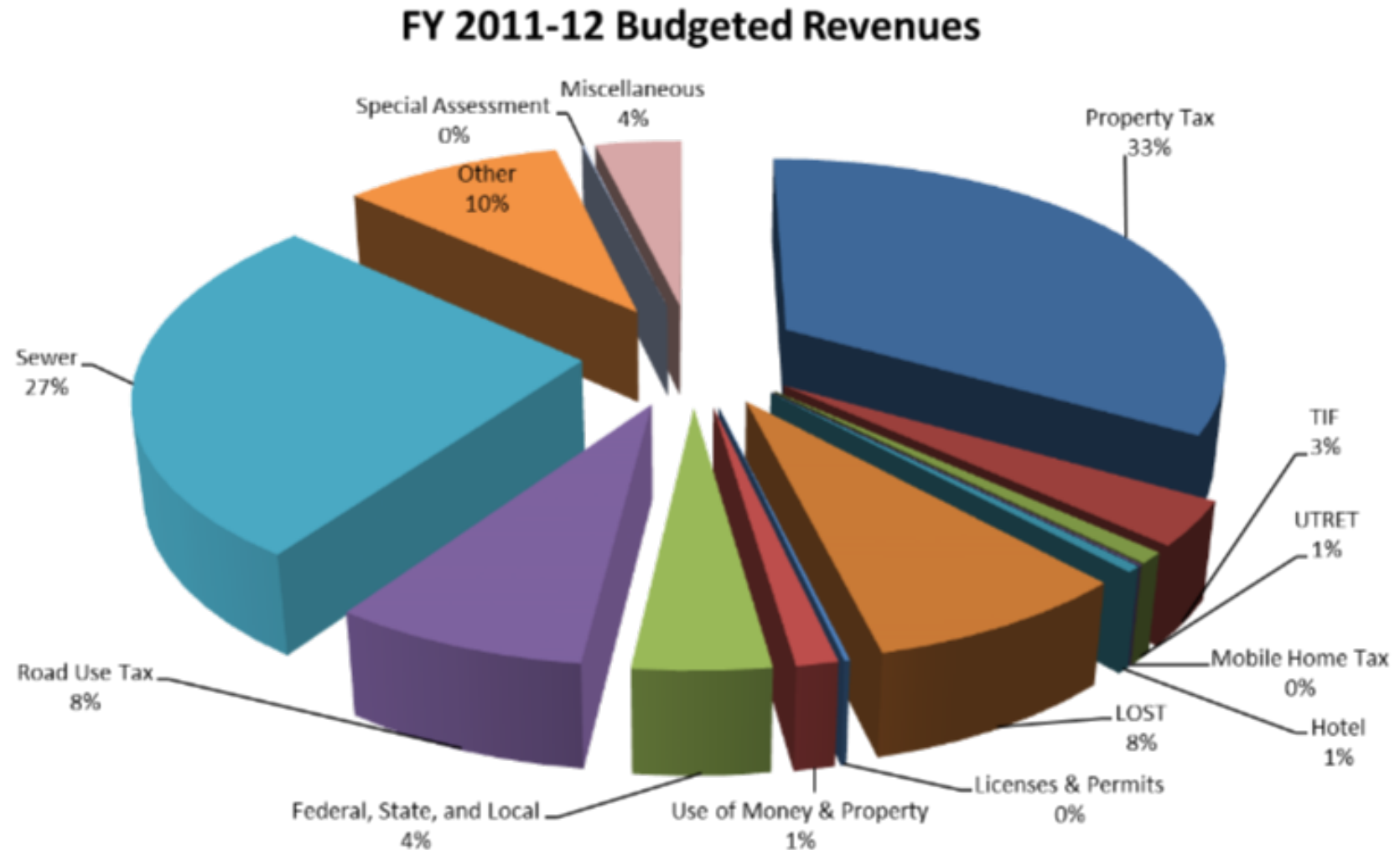
Presentation Overview Continued

1. FY 2012-2013 Total Revenues Recap
2. Recommended FY 2012-2013 Revenue Numbers
3. Questions and Discussion

A look Back



A look back, continued



Side by Side Comparison

Source	FY 10-11	FY 11-12 (Budgeted)
Property Tax	28.3%	33.3%
TIF	3.4%	3.4%
UTRET	1.4%	0.9%
Mobile Home Tax	0.1%	0.1%
Hotel	0.4%	0.5%
LOST	7.2%	8.1%
Licenses & Permits	0.2%	0.2%
Use of Money & Property	1.3%	1.3%
Federal, State, and Local	12.6%	4.2%
Road Use Tax	7.3%	7.8%
Sewer	23.9%	27.0%
Other	6.4%	9.5%
Special Assessment	0.1%	0.1%
Miscellaneous	7.4%	3.7%
Total	100.0%	100.0%

Methodology of Analysis

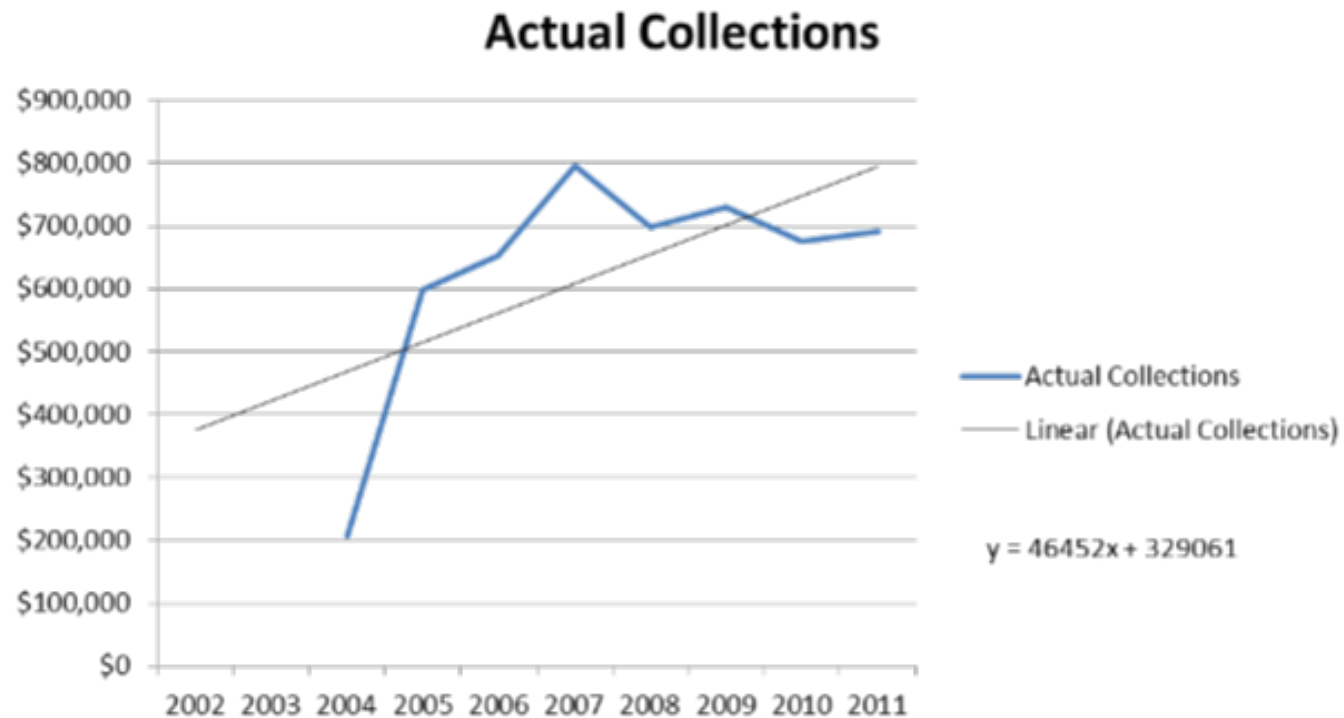
Step 1 – Collect last 10 Years of Data

Example: Sales Tax

FY		Actual Collections
2001	0	\$106,766
2002	1	#N/A
2003	2	#N/A
2004	3	\$206,780
2005	4	\$598,184
2006	5	\$653,652
2007	6	\$795,937
2008	7	\$698,720
2009	8	\$728,713
2010	9	\$674,822
2011	10	\$691,182
2012	11	
2013	12	
2014	13	
2015	14	

Methodology Continued

- Step 2 – Graph the Data
- Step 3 – Create a Trend Line and Formula



Methodology Continued

- Step 4 – Project future revenues

FY		Actual Collections	Est. Projections
2001	0	\$106,766	\$329,061
2002	1	#N/A	\$375,513
2003	2	#N/A	\$421,965
2004	3	\$206,780	\$468,417
2005	4	\$598,184	\$514,869
2006	5	\$653,652	\$561,321
2007	6	\$795,937	\$607,773
2008	7	\$698,720	\$654,225
2009	8	\$728,713	\$700,677
2010	9	\$674,822	\$747,129
2011	10	\$691,182	\$793,581
2012	11		\$840,033
2013	12		\$886,485
2014	13		\$932,937
2015	14		\$979,389

Methodology Continued

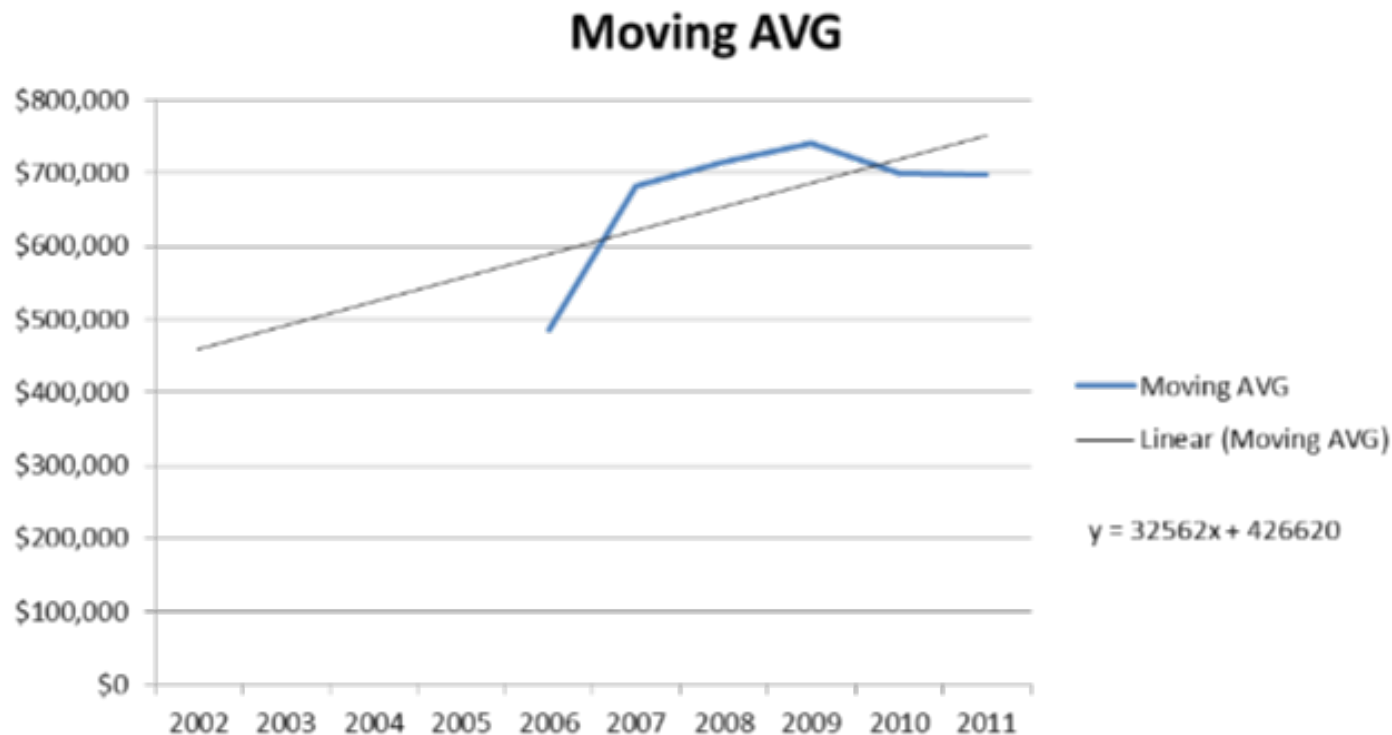
- Step 5 – In order to “smooth out the bumps” of the data, a moving average is created by averaging one year’s data with the previous two years of data
- This creates a smoother, and often a more conservative trend

Methodology, Step 5 Cont.

FY		Actual Collections	3 Year AVG
2001	0	\$106,766	#N/A
2002	1	#N/A	#N/A
2003	2	#N/A	#N/A
2004	3	\$206,780	#N/A
2005	4	\$598,184	#N/A
2006	5	\$653,652	\$486,205
2007	6	\$795,937	\$682,591
2008	7	\$698,720	\$716,103
2009	8	\$728,713	\$741,123
2010	9	\$674,822	\$700,752
2011	10	\$691,182	\$698,239
2012	11		
2013	12		
2014	13		
2015	14		

Methodology Continued

- Step 6 – The data is graphed
- Step 7 – A Trend Line and Formula are created



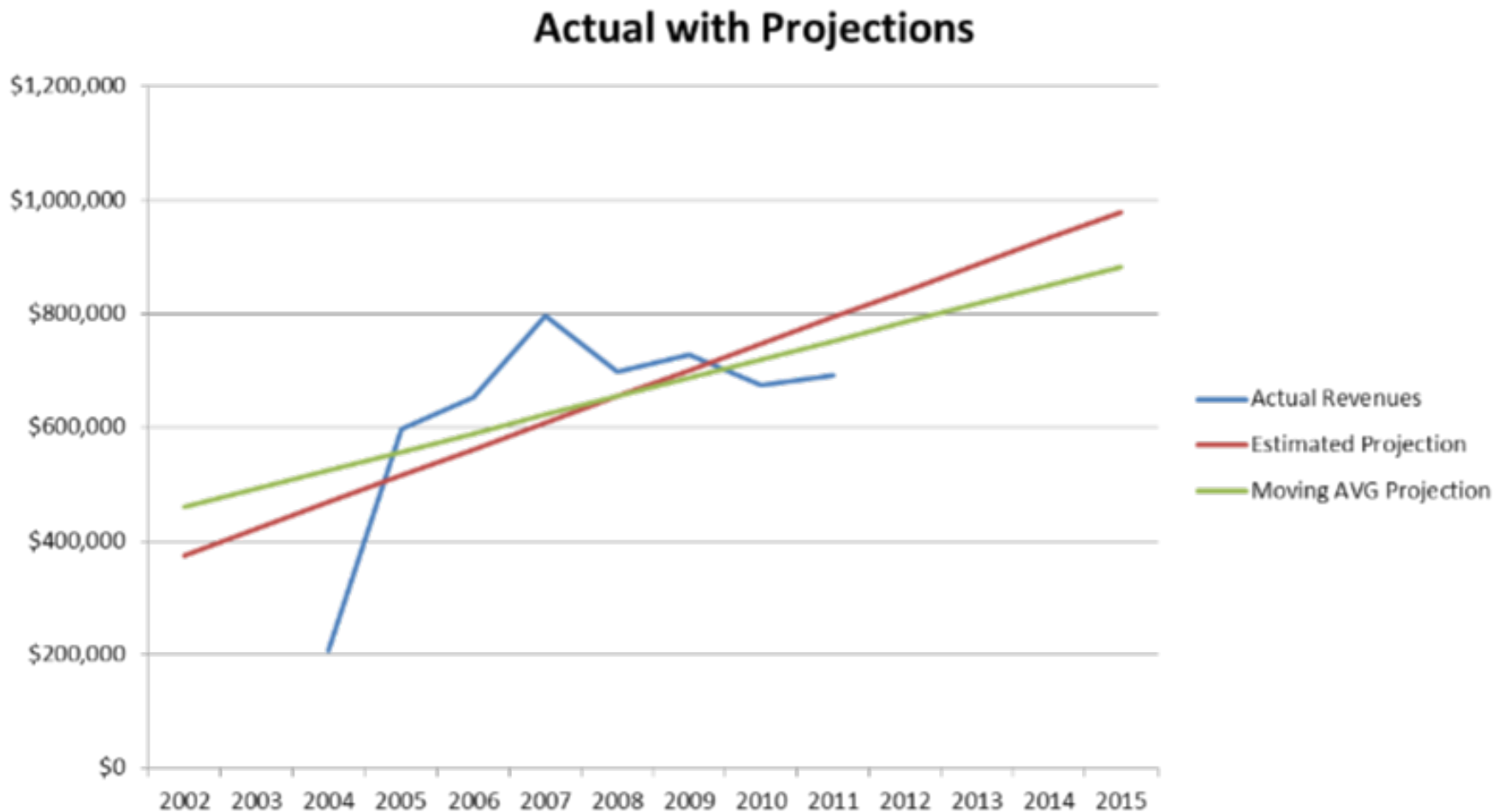
Methodology Continued

- Step 8 – The formula is used to project future revenues

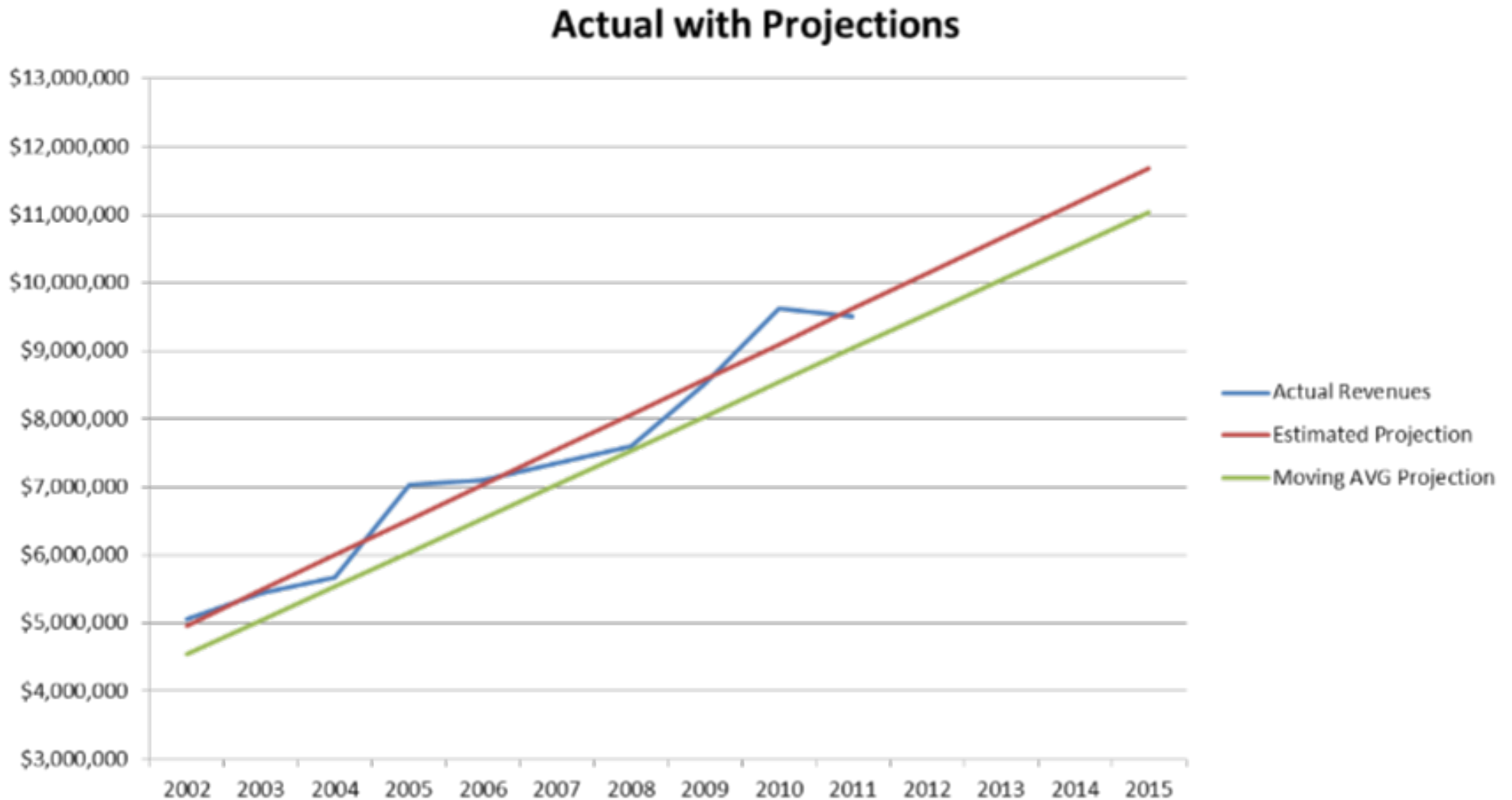
FY		Actual Collections	Est. Projections	3 Year AVG	AVG Projections
2001	0	\$106,766	\$329,061	#N/A	\$426,620
2002	1	#N/A	\$375,513	#N/A	\$459,182
2003	2	#N/A	\$421,965	#N/A	\$491,744
2004	3	\$206,780	\$468,417	#N/A	\$524,306
2005	4	\$598,184	\$514,869	#N/A	\$556,868
2006	5	\$653,652	\$561,321	\$486,205	\$589,430
2007	6	\$795,937	\$607,773	\$682,591	\$621,992
2008	7	\$698,720	\$654,225	\$716,103	\$654,554
2009	8	\$728,713	\$700,677	\$741,123	\$687,116
2010	9	\$674,822	\$747,129	\$700,752	\$719,678
2011	10	\$691,182	\$793,581	\$698,239	\$752,240
2012	11		\$840,033		\$784,802
2013	12		\$886,485		\$817,364
2014	13		\$932,937		\$849,926
2015	14		\$979,389		\$882,488

Methodology Continued

- Step 9 – Summarize with final graph



Total Revenue Trend Overview



Total Revenue Trend Overview

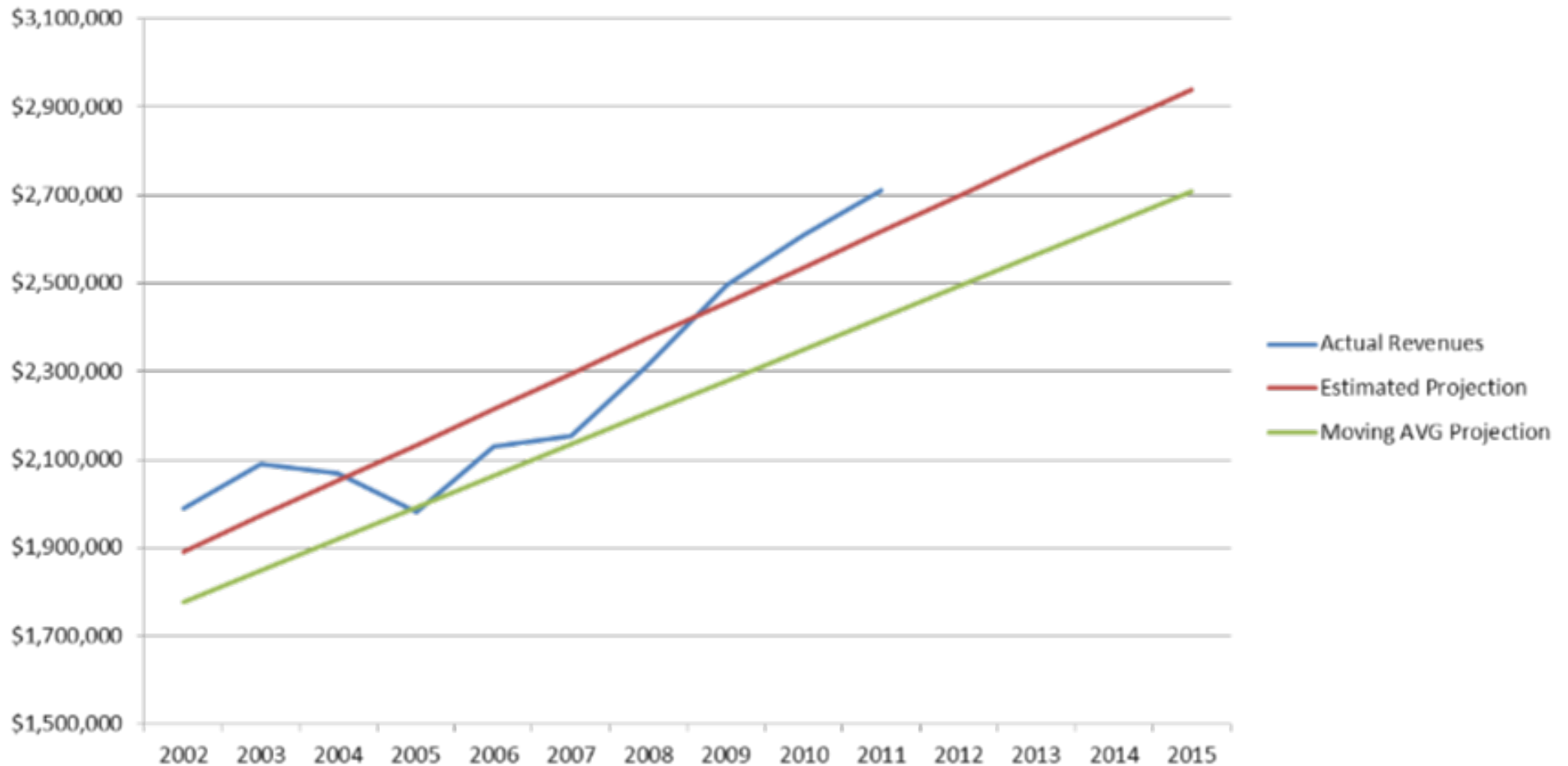
FY		Actual Collections	Est. Projections	3 Year AVG	AVG Projections
2001	0	\$4,956,771	\$4,454,170	#N/A	\$4,041,912
2002	1	\$5,059,667	\$4,970,621	#N/A	\$4,541,632
2003	2	\$5,436,101	\$5,487,072	\$5,150,846	\$5,041,352
2004	3	\$5,675,649	\$6,003,523	\$5,390,472	\$5,541,073
2005	4	\$7,036,537	\$6,519,973	\$6,049,429	\$6,040,793
2006	5	\$7,097,243	\$7,036,424	\$6,603,143	\$6,540,513
2007	6	\$7,346,899	\$7,552,875	\$7,160,226	\$7,040,233
2008	7	\$7,597,311	\$8,069,326	\$7,347,151	\$7,539,953
2009	8	\$8,509,878	\$8,585,777	\$7,818,029	\$8,039,673
2010	9	\$9,627,402	\$9,102,228	\$8,578,197	\$8,539,394
2011	10	\$9,511,449	\$9,618,678	\$9,216,243	\$9,039,114
2012	11		\$10,135,129		\$9,538,834
2013	12		\$10,651,580		\$10,038,554
2014	13		\$11,168,031		\$10,538,274
2015	14		\$11,684,482		\$11,037,994

Property Tax

- Property Tax is based off of Property Valuation
 - Commercial, Industrial, Residential, Agriculture
- County provides Property Valuation figures
- State cap of \$8.10/\$1,000 valuation
- City can raise levy separate from cap for Debt Service and other special qualifying exceptions
- For the most part City has limited control over this revenue stream

Property Tax Revenue

Actual With Projections



Property Tax Revenue Cont.

FY		Actual Collections	Est. Projections	3 Year AVG	AVG Projections
2001	0	\$1,983,434	\$1,810,700	#N/A	\$1,704,937
2002	1	\$1,987,916	\$1,891,430	#N/A	\$1,776,732
2003	2	\$2,091,215	\$1,972,161	\$2,020,855	\$1,848,527
2004	3	\$2,069,054	\$2,052,892	\$2,049,395	\$1,920,321
2005	4	\$1,981,319	\$2,133,623	\$2,047,196	\$1,992,116
2006	5	\$2,129,393	\$2,214,353	\$2,059,922	\$2,063,911
2007	6	\$2,152,613	\$2,295,084	\$2,087,775	\$2,135,706
2008	7	\$2,315,591	\$2,375,815	\$2,199,199	\$2,207,501
2009	8	\$2,497,122	\$2,456,545	\$2,321,775	\$2,279,295
2010	9	\$2,611,363	\$2,537,276	\$2,474,692	\$2,351,090
2011	10	\$2,711,600	\$2,618,007	\$2,606,695	\$2,422,885
2012	11		\$2,698,738		\$2,494,680
2013	12		\$2,779,468		\$2,566,474
2014	13		\$2,860,199		\$2,638,269
2015	14		\$2,940,930		\$2,710,064

Potential Legislative Impact

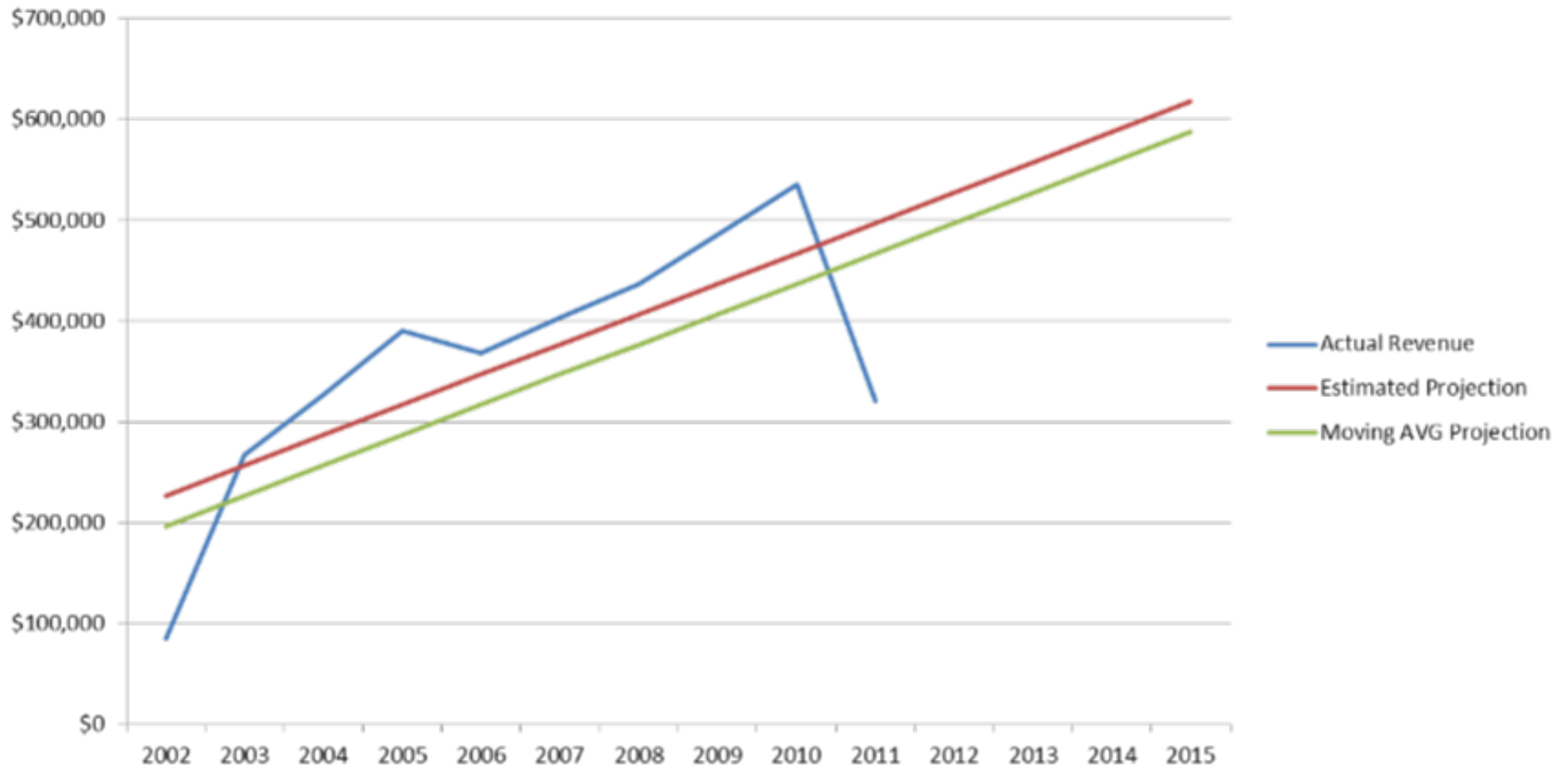
- Originally the Governor proposed a 50% Rollback on Commercial Property Tax
- This would represent a \$434,750 impact on the City's property tax revenues (based on FY 2011/12 Property Values)

TIF Revenue

- Based on TIF agreements and developments
- Is really Property Tax Revenues that are rebated back to developers
- Effectually this Revenue stream is a pass through and has no real effect on City budget
- As TIF agreements are satisfied this reverts back to Property Tax Revenue

TIF Revenue

Actual With Projections



TIF Revenue Continued

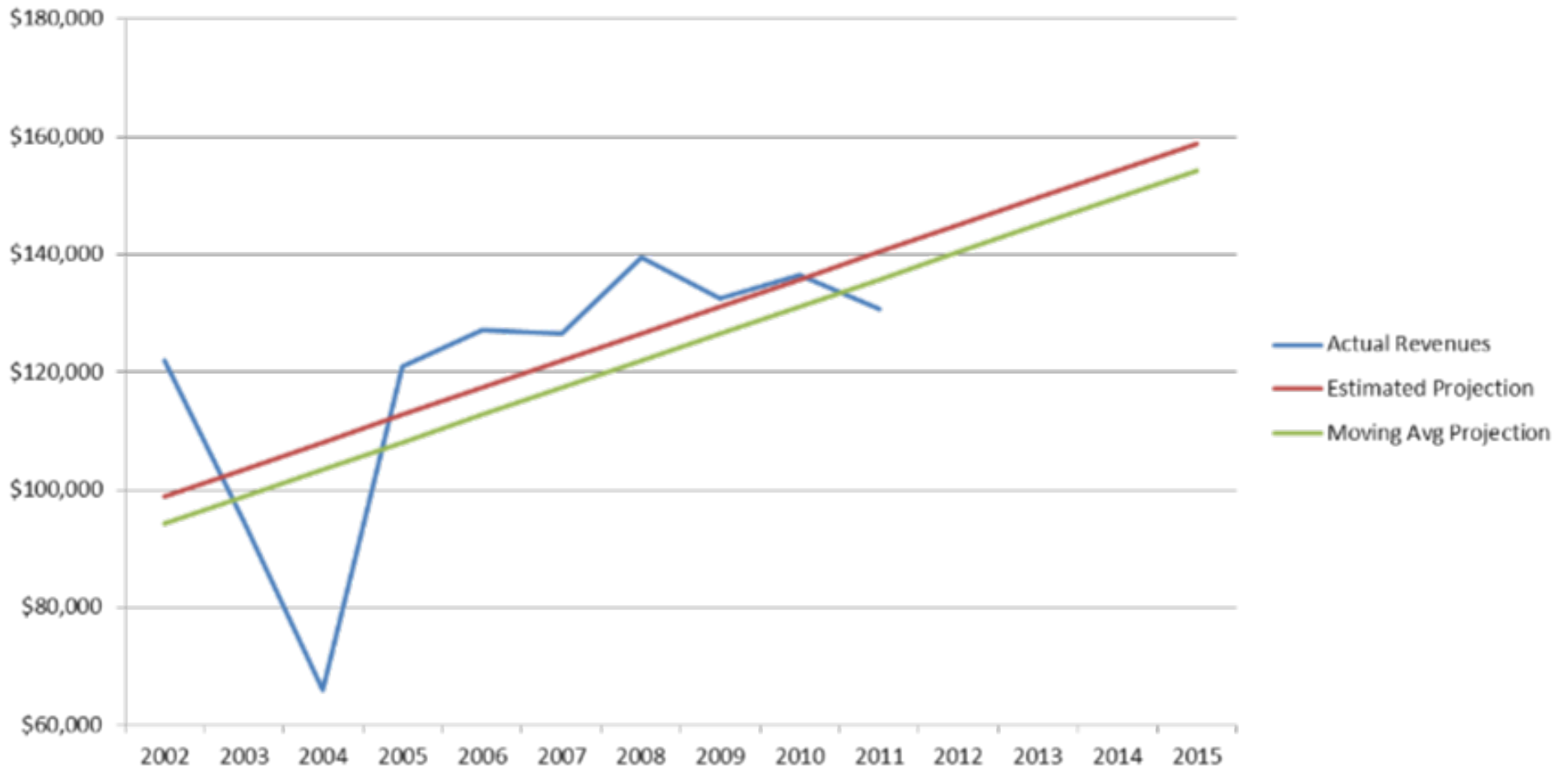
FY		Actual Collections	Est. Projections	3 Year AVG	AVG Projections
2001	0	\$36,646	\$196,760	#N/A	\$166,683
2002	1	\$85,090	\$226,836	#N/A	\$196,760
2003	2	\$267,890	\$256,913	\$226,836	\$226,836
2004	3	\$327,032	\$286,989	\$256,913	\$256,913
2005	4	\$390,497	\$317,066	\$286,989	\$286,989
2006	5	\$368,655	\$347,142	\$317,066	\$317,066
2007	6	\$403,700	\$377,219	\$347,142	\$347,142
2008	7	\$436,811	\$407,296	\$377,219	\$377,219
2009	8	\$485,945	\$437,372	\$407,296	\$407,296
2010	9	\$535,285	\$467,449	\$437,372	\$437,372
2011	10	\$320,902	\$497,525	\$467,449	\$467,449
2012	11		\$527,602		\$497,525
2013	12		\$557,678		\$527,602
2014	13		\$587,755		\$557,678
2015	14		\$617,831		\$587,755

Utility Tax Replacement Excise Tax

- Collected on the generation, distribution and delivery of electricity and natural gas. This tax replaced the taxation on utility property in 1999. Cities are required to calculate their property tax revenues with and without utility property valuations. The difference that is calculated is necessary to establish the General Property Tax Equivalents, the basis for determining the distribution of the excise tax.
- Thus, the City has no control over the amount of revenue coming from this stream

UTRET Revenues

Actual With Projections



UTRET Revenues Continued

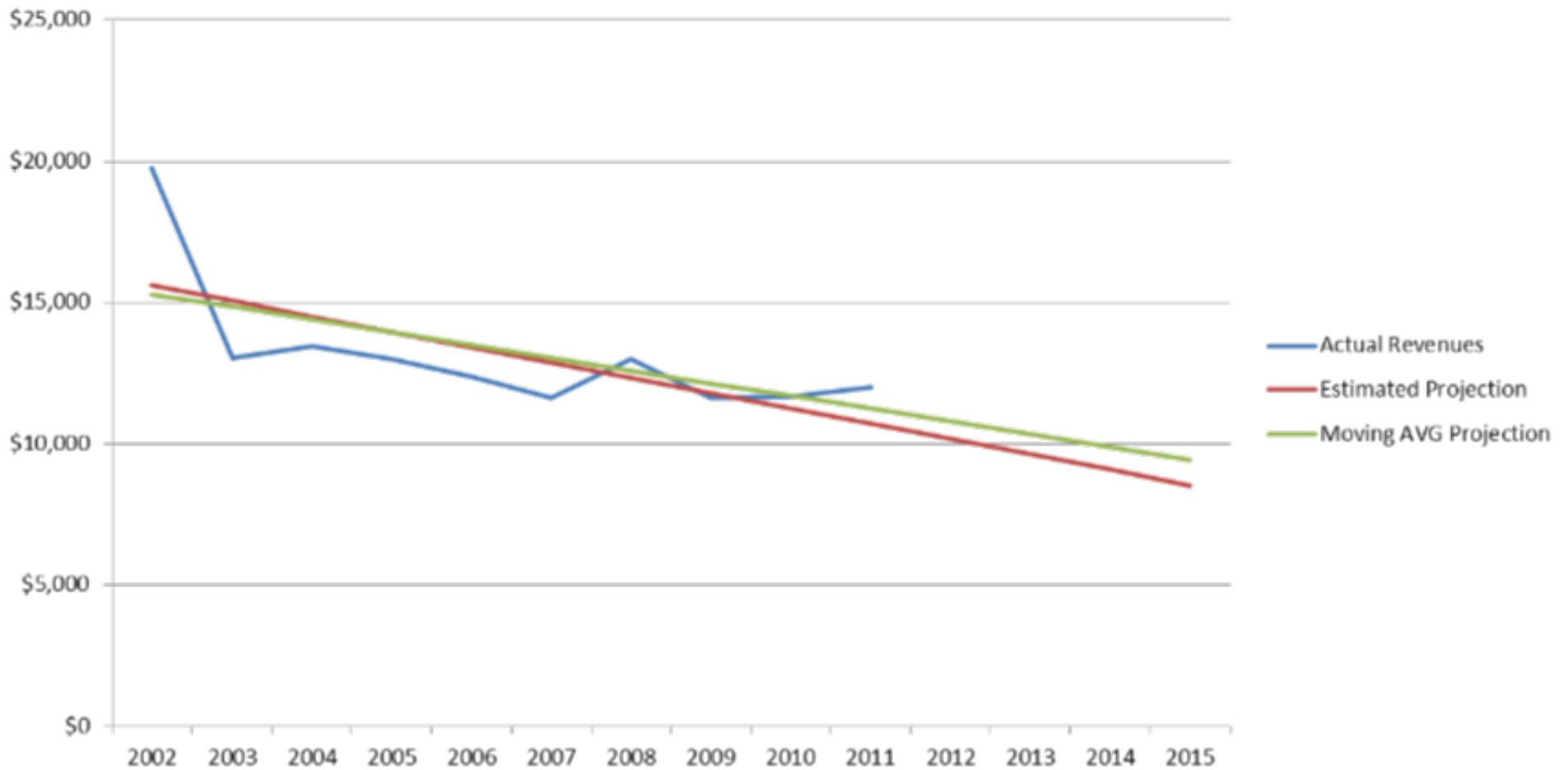
FY		Actual Collections	Est. Projections	3 Year AVG	AVG Projections
2001	0	#N/A	\$94,314	#N/A	\$89,705
2002	1	\$121,909	\$98,924	#N/A	\$94,314
2003	2	\$94,496	\$103,533	#N/A	\$98,924
2004	3	\$66,055	\$108,142	\$103,533	\$103,533
2005	4	\$121,037	\$112,751	\$108,142	\$108,142
2006	5	\$127,253	\$117,360	\$112,751	\$112,751
2007	6	\$126,634	\$121,970	\$117,360	\$117,360
2008	7	\$139,491	\$126,579	\$121,970	\$121,970
2009	8	\$132,550	\$131,188	\$126,579	\$126,579
2010	9	\$136,535	\$135,797	\$131,188	\$131,188
2011	10	\$130,690	\$140,406	\$135,797	\$135,797
2012	11		\$145,016		\$140,406
2013	12		\$149,625		\$145,016
2014	13		\$154,234		\$149,625
2015	14		\$158,843		\$154,234

Mobile Home Tax

- Collected by the County similar to property tax

Mobile Home Tax

Actual With Projections



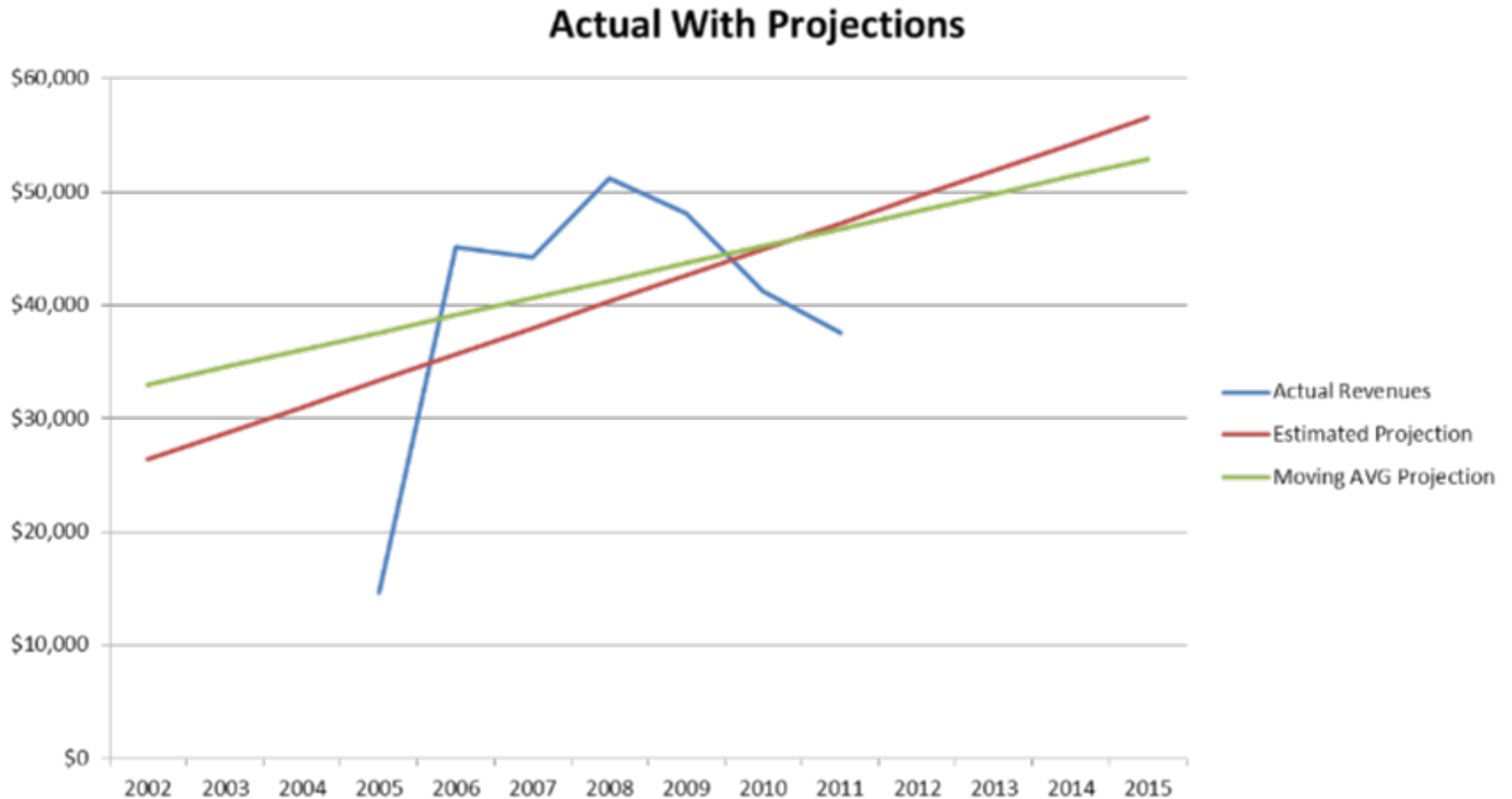
Mobile Home Tax Continued

FY		Actual Collections	Est. Projections	3 Year AVG	AVG Projections
2001	0	\$13,129	\$16,137	#N/A	\$15,746
2002	1	\$19,770	\$15,594	#N/A	\$15,296
2003	2	\$13,034	\$15,051	\$15,311	\$14,846
2004	3	\$13,469	\$14,508	\$15,424	\$14,396
2005	4	\$12,982	\$13,965	\$13,162	\$13,946
2006	5	\$12,362	\$13,422	\$12,938	\$13,496
2007	6	\$11,634	\$12,879	\$12,326	\$13,046
2008	7	\$12,982	\$12,336	\$12,326	\$12,596
2009	8	\$11,619	\$11,793	\$12,078	\$12,146
2010	9	\$11,663	\$11,250	\$12,088	\$11,696
2011	10	\$11,990	\$10,707	\$11,757	\$11,245
2012	11		\$10,164		\$10,795
2013	12		\$9,621		\$10,345
2014	13		\$9,078		\$9,895
2015	14		\$8,535		\$9,445

Hotel/Motel Occupation Tax

- Tax collected on rooms rented at Hotels/Motels
- This revenue is split between the City and Chamber
- Driven by the number of Hotel Rooms and their occupancy

Hotel/Motel Occupation Tax



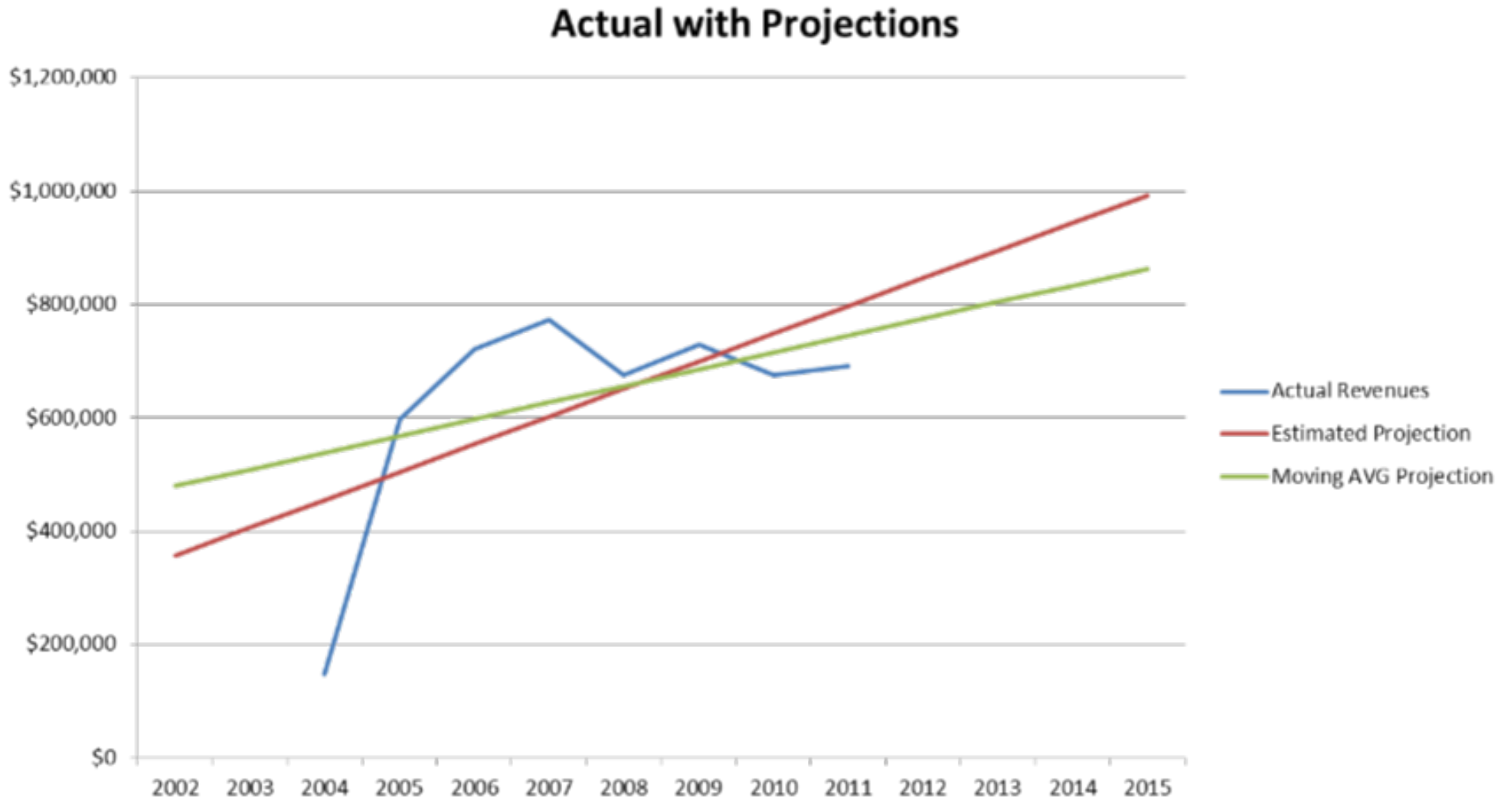
Hotel/Motel Occupation Tax Cont.

FY		Actual Collections	Est. Projections	3 Year AVG	AVG Projections
2001	0	#N/A	\$24,079	#N/A	\$31,474
2002	1	#N/A	\$26,398	#N/A	\$33,004
2003	2	#N/A	\$28,717	#N/A	\$34,534
2004	3	#N/A	\$31,036	#N/A	\$36,064
2005	4	\$14,637	\$33,355	#N/A	\$37,593
2006	5	\$45,164	\$35,674	#N/A	\$39,123
2007	6	\$44,226	\$37,993	\$34,676	\$40,653
2008	7	\$51,174	\$40,312	\$46,855	\$42,183
2009	8	\$48,165	\$42,631	\$47,855	\$43,713
2010	9	\$41,213	\$44,950	\$46,851	\$45,242
2011	10	\$37,602	\$47,269	\$42,327	\$46,772
2012	11		\$49,588		\$48,302
2013	12		\$51,907		\$49,832
2014	13		\$54,226		\$51,362
2015	14		\$56,545		\$52,891

Local Option Sales Tax

- Tax on goods and services
- Agreement between County, Pella and Knoxville
- Beginning 2013 City will receive additional 4% of revenues collected in Marion County (this comes from the County's share)
- Effected by the number of businesses selling goods and services and current economy
- City has little control over this revenue

LOST Revenue



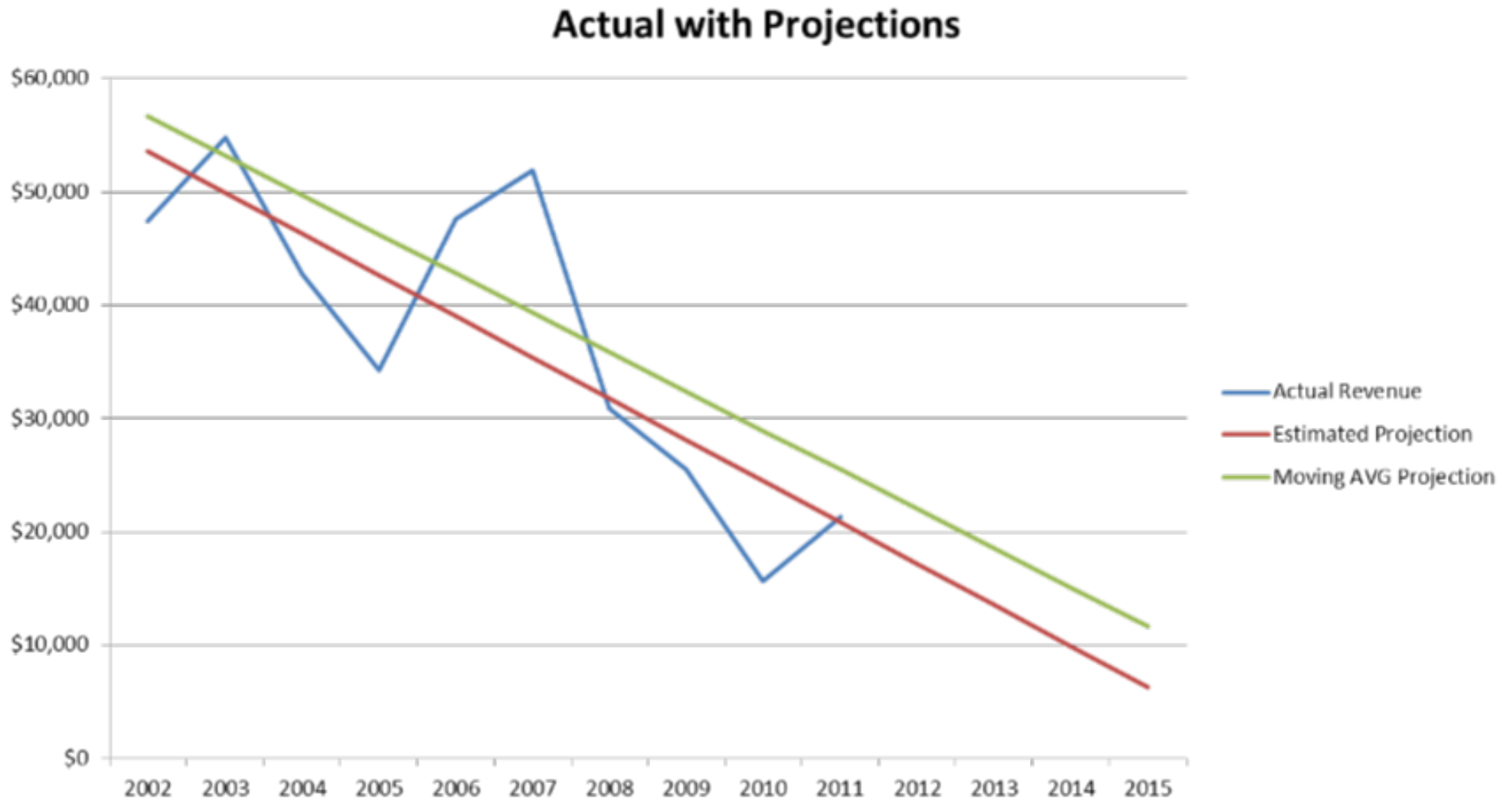
LOST Revenue Continued

FY		Actual Collections	Est. Projections	3 Year AVG	AVG Projections
2001	0	\$106,766	\$308,812	#N/A	\$450,041
2002	1	#N/A	\$357,694	#N/A	\$479,552
2003	2	#N/A	\$406,576	#N/A	\$509,064
2004	3	\$148,486	\$455,458	#N/A	\$538,575
2005	4	\$598,184	\$504,340	#N/A	\$568,086
2006	5	\$721,292	\$553,223	\$489,321	\$597,597
2007	6	\$773,959	\$602,105	\$697,812	\$627,108
2008	7	\$675,727	\$650,987	\$723,659	\$656,620
2009	8	\$728,713	\$699,869	\$726,133	\$686,131
2010	9	\$674,822	\$748,751	\$693,087	\$715,642
2011	10	\$691,182	\$797,633	\$698,239	\$745,153
2012	11		\$846,515		\$774,664
2013	12		\$895,397		\$804,176
2014	13		\$944,279		\$833,687
2015	14		\$993,161		\$863,198

Licenses & Permits

- Fees charged by the City
- Based on development activity taking place in the community

Licenses & Permit Revenue



Licenses & Permits Revenue

Cont

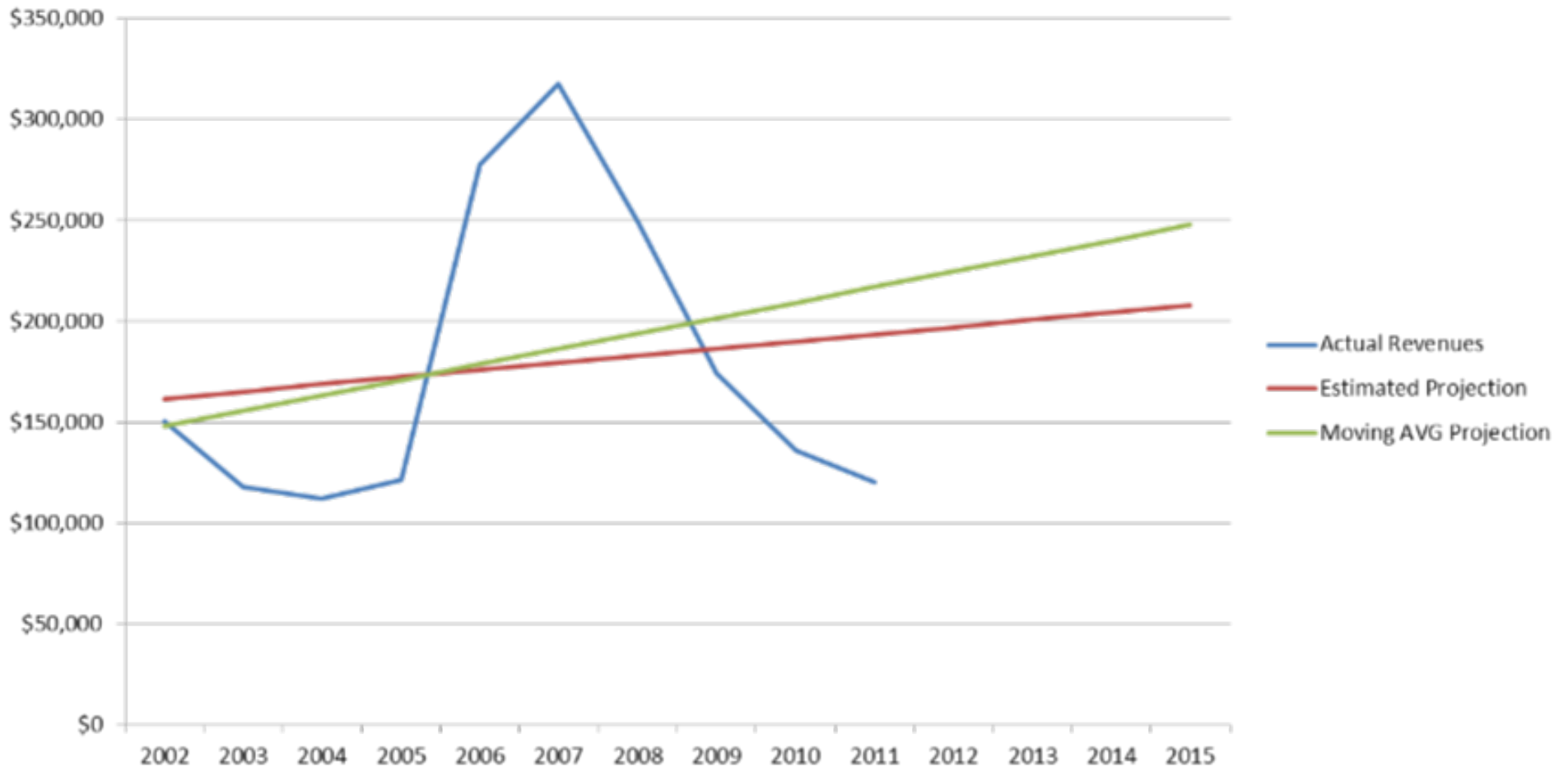
FY		Actual Collections	Est. Projections	3 Year AVG	AVG Projections
2001	0	\$51,211	\$57,239	#N/A	\$60,114
2002	1	\$47,400	\$53,599	#N/A	\$56,651
2003	2	\$54,796	\$49,959	\$51,136	\$53,188
2004	3	\$42,759	\$46,319	\$48,318	\$49,725
2005	4	\$34,284	\$42,679	\$43,946	\$46,262
2006	5	\$47,589	\$39,039	\$41,544	\$42,799
2007	6	\$51,941	\$35,399	\$44,605	\$39,336
2008	7	\$30,932	\$31,759	\$43,487	\$35,873
2009	8	\$25,493	\$28,119	\$36,122	\$32,410
2010	9	\$15,678	\$24,480	\$24,034	\$28,947
2011	10	\$21,320	\$20,840	\$20,830	\$25,484
2012	11		\$17,200		\$22,021
2013	12		\$13,560		\$18,558
2014	13		\$9,920		\$15,095
2015	14		\$6,280		\$11,632

Use of Money & Property

- Money earned on interest in City Accounts and investments, as well as lease/rent on City property

Use of Money & Property Revenue

Actual with Projections



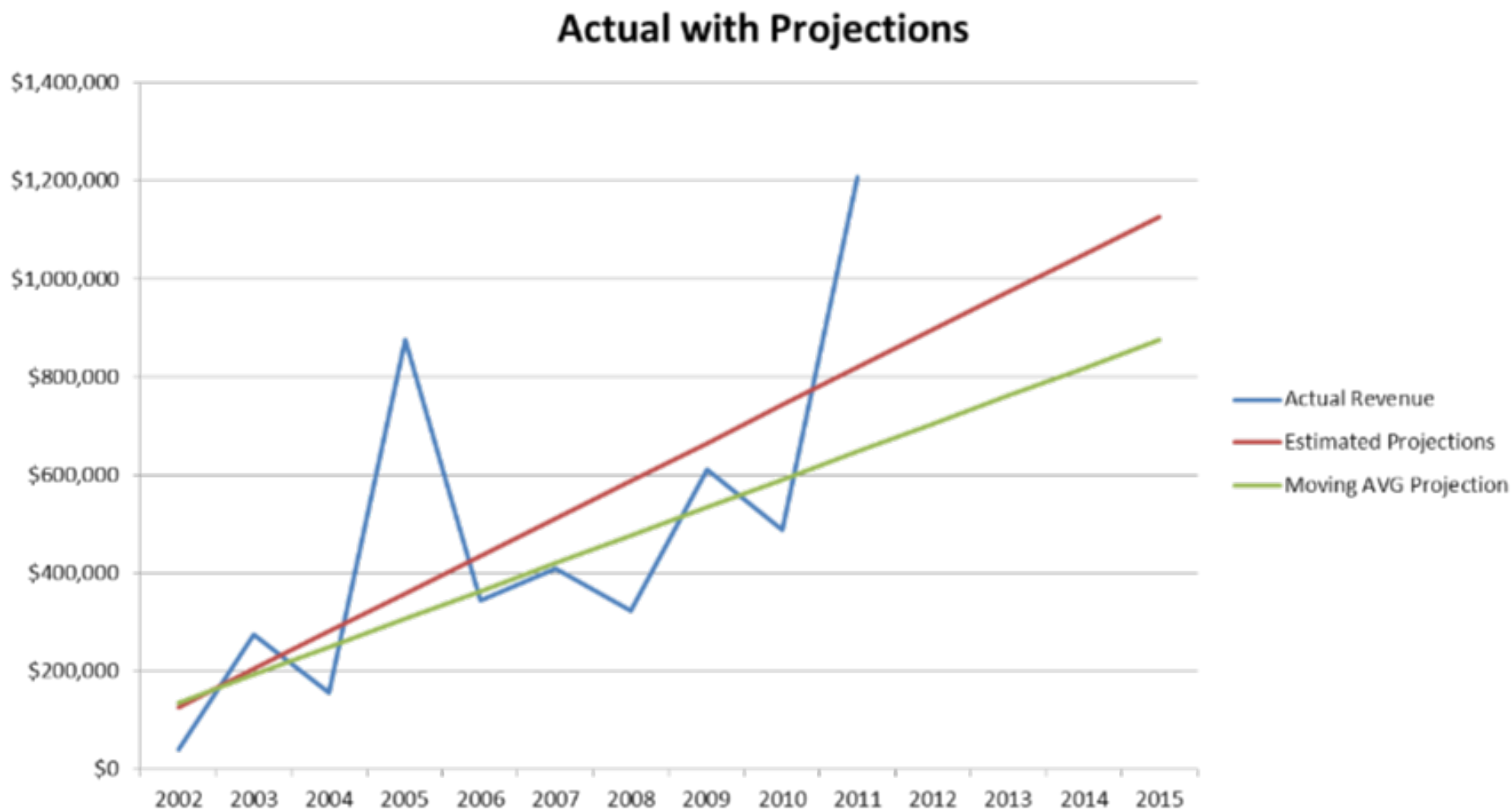
Use of Money & Property Revenue Cont.

FY		Actual Collections	Est. Projections	3 Year AVG	AVG Projections
2001	0	\$228,524	\$158,276	#N/A	\$140,401
2002	1	\$150,801	\$161,826	#N/A	\$148,082
2003	2	\$117,816	\$165,375	\$165,714	\$155,763
2004	3	\$112,339	\$168,925	\$126,985	\$163,445
2005	4	\$121,589	\$172,474	\$117,248	\$171,126
2006	5	\$277,868	\$176,024	\$170,599	\$178,807
2007	6	\$317,633	\$179,573	\$239,030	\$186,488
2008	7	\$249,191	\$183,122	\$281,564	\$194,169
2009	8	\$174,574	\$186,672	\$247,133	\$201,851
2010	9	\$135,854	\$190,221	\$186,540	\$209,532
2011	10	\$120,318	\$193,771	\$143,582	\$217,213
2012	11		\$197,320		\$224,894
2013	12		\$200,870		\$232,575
2014	13		\$204,419		\$240,256
2015	14		\$207,969		\$247,938

Federal, State, and Local Grants & Reimbursements

- Funding secured through Federal, State, and local programs

Federal, State and Local Grants & Reimbursements



Federal, State and Local Grants & Reimbursements Cont.

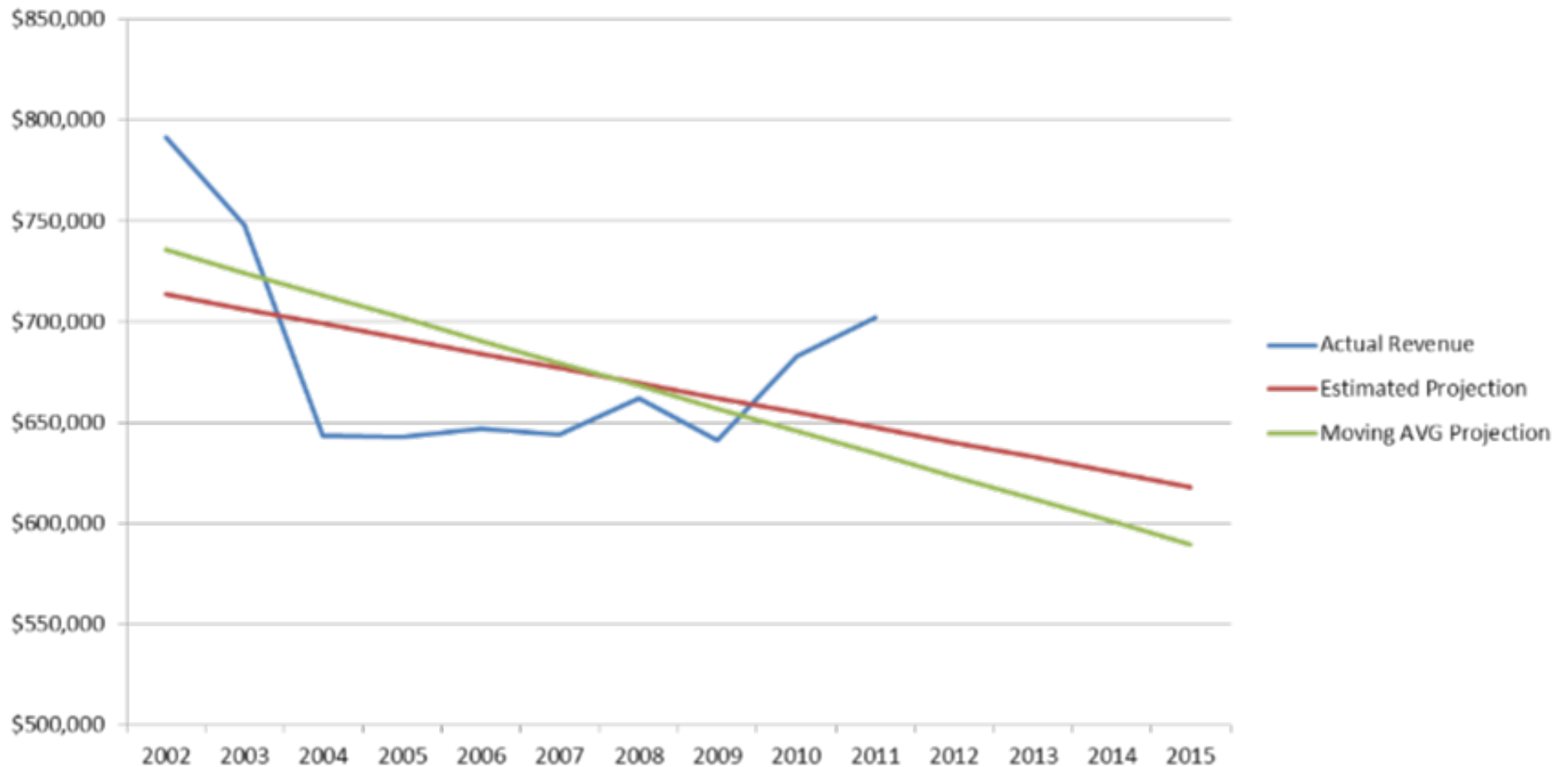
FY		Actual Collections	Est. Projections	3 Year AVG	AVG Projections
2001	0	\$92,839	\$50,086	#N/A	\$78,829
2002	1	\$39,619	\$127,067	#N/A	\$135,770
2003	2	\$275,143	\$204,048	\$135,867	\$192,711
2004	3	\$155,302	\$281,029	\$156,688	\$249,652
2005	4	\$877,315	\$358,010	\$435,920	\$306,593
2006	5	\$344,676	\$434,991	\$459,098	\$363,533
2007	6	\$409,386	\$511,972	\$543,792	\$420,474
2008	7	\$324,211	\$588,953	\$359,424	\$477,415
2009	8	\$612,399	\$665,934	\$448,665	\$534,356
2010	9	\$488,668	\$742,915	\$475,093	\$591,297
2011	10	\$1,208,098	\$819,896	\$769,722	\$648,238
2012	11		\$896,877		\$705,178
2013	12		\$973,858		\$762,119
2014	13		\$1,050,839		\$819,060
2015	14		\$1,127,820		\$876,001

Road Use Tax

- State Funding based on fuel sales through out the state, vehicle registration fees, etc.
- City share is based on per capita

Road Use Tax Revenue

Actual with Projections



Road Use Tax Revenue

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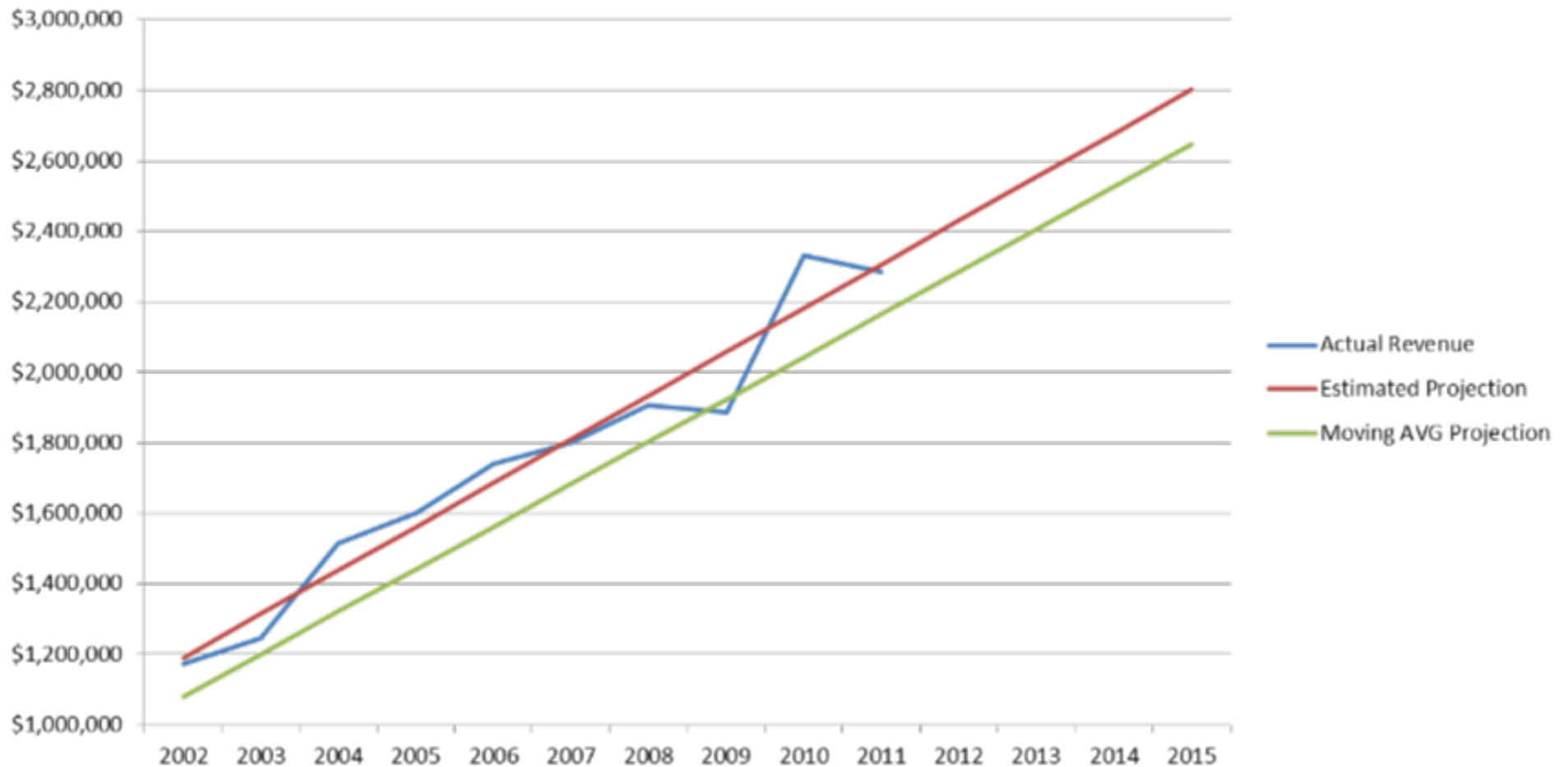
FY		Actual Collections	Est. Projections	3 Year AVG	AVG Projections
2001	0	\$807,316	\$721,154	#N/A	\$747,018
2002	1	\$791,607	\$713,809	#N/A	\$735,788
2003	2	\$748,082	\$706,464	\$782,335	\$724,558
2004	3	\$643,869	\$699,119	\$727,853	\$713,327
2005	4	\$642,801	\$691,775	\$678,251	\$702,097
2006	5	\$647,282	\$684,430	\$644,651	\$690,866
2007	6	\$644,339	\$677,085	\$644,807	\$679,636
2008	7	\$662,335	\$669,740	\$651,319	\$668,405
2009	8	\$641,439	\$662,396	\$649,371	\$657,175
2010	9	\$683,374	\$655,051	\$662,383	\$645,945
2011	10	\$702,448	\$647,706	\$675,754	\$634,714
2012	11		\$640,362		\$623,484
2013	12		\$633,017		\$612,253
2014	13		\$625,672		\$601,023
2015	14		\$618,327		\$589,792

Sewer Revenues

- Revenue stream that does not go into the General Fund
- Collected from sewer bills
- City sets rates and controls revenue, though there are other entities who set regulations for how to operate the Sewer Plant (effects costs of operation)

Sewer Revenues

Actual with Projections



Sewer Revenues Continued

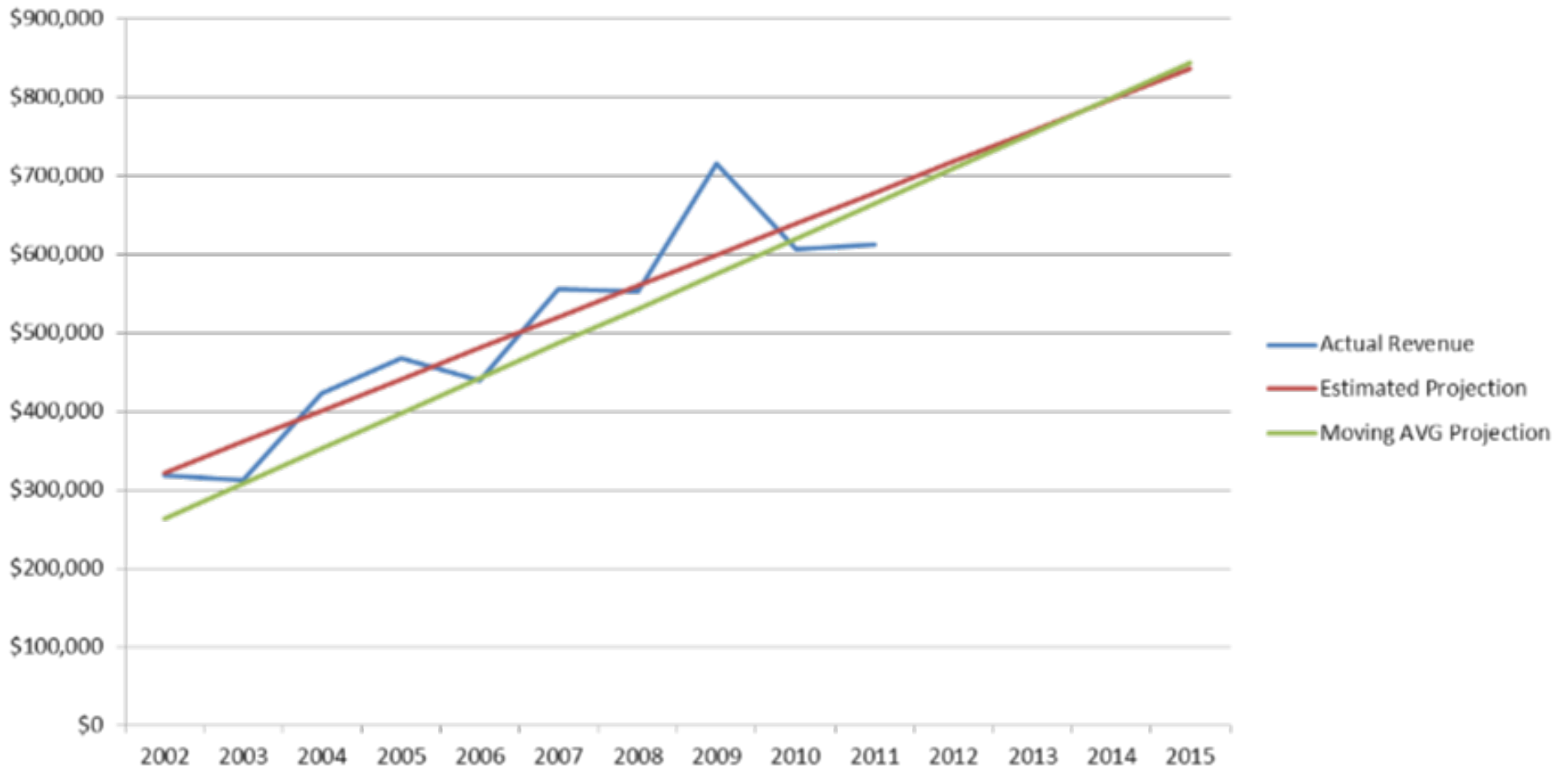
FY		Actual Collections	Est. Projections	3 Year AVG	AVG Projections
2001	0	\$1,068,805	\$1,067,266	#N/A	\$960,518
2002	1	\$1,174,513	\$1,191,142	#N/A	\$1,080,978
2003	2	\$1,245,473	\$1,315,018	\$1,162,930	\$1,201,439
2004	3	\$1,513,913	\$1,438,894	\$1,311,300	\$1,321,899
2005	4	\$1,602,821	\$1,562,769	\$1,454,069	\$1,442,359
2006	5	\$1,739,596	\$1,686,645	\$1,618,777	\$1,562,819
2007	6	\$1,799,350	\$1,810,521	\$1,713,922	\$1,683,280
2008	7	\$1,905,293	\$1,934,397	\$1,814,746	\$1,803,740
2009	8	\$1,887,976	\$2,058,273	\$1,864,206	\$1,924,200
2010	9	\$2,330,560	\$2,182,149	\$2,041,276	\$2,044,661
2011	10	\$2,286,337	\$2,306,024	\$2,168,291	\$2,165,121
2012	11		\$2,429,900		\$2,285,581
2013	12		\$2,553,776		\$2,406,041
2014	13		\$2,677,652		\$2,526,502
2015	14		\$2,801,528		\$2,646,962

Other Revenues

- This includes Police, Fire, Rescue, Street, Recreation Center, Cemetery, and Zoning Revenues

Other Revenues

Actual with Projections



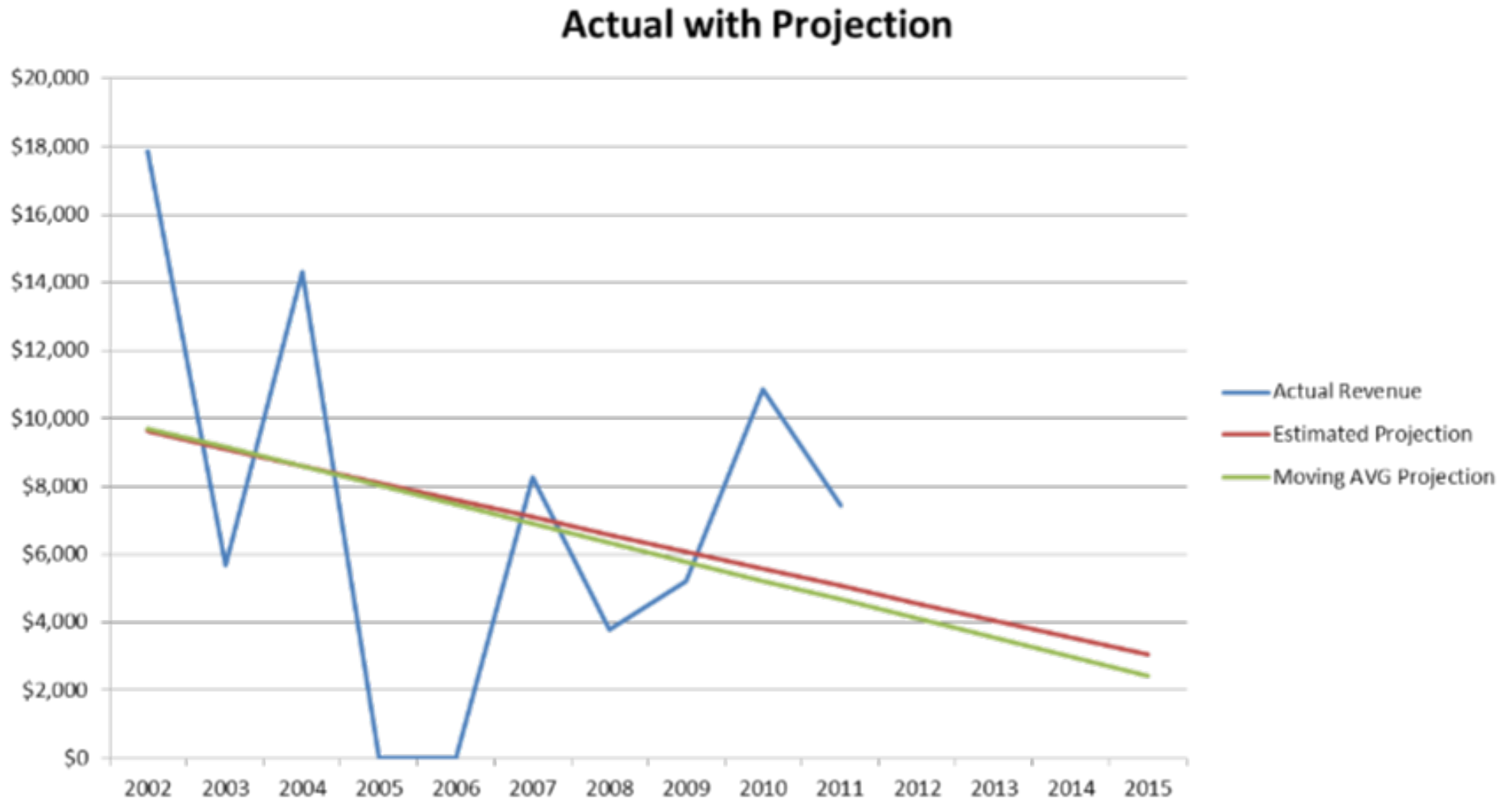
Other Revenues Continued

FY		Actual Collections	Est. Projections	3 Year AVG	AVG Projections
2001	0	\$273,409	\$282,438	#N/A	\$218,383
2002	1	\$318,382	\$322,076	#N/A	\$263,077
2003	2	\$312,086	\$361,713	\$301,292	\$307,771
2004	3	\$423,250	\$401,350	\$351,239	\$352,466
2005	4	\$467,822	\$440,988	\$401,053	\$397,160
2006	5	\$439,924	\$480,625	\$443,665	\$441,854
2007	6	\$555,753	\$520,262	\$487,833	\$486,548
2008	7	\$552,542	\$559,900	\$516,073	\$531,243
2009	8	\$715,681	\$599,537	\$607,992	\$575,937
2010	9	\$606,460	\$639,174	\$624,894	\$620,631
2011	10	\$612,537	\$678,812	\$644,893	\$665,325
2012	11		\$718,449		\$710,019
2013	12		\$758,086		\$754,714
2014	13		\$797,724		\$799,408
2015	14		\$837,361		\$844,102

Special Assessments

- Revenue from assessments such as code enforcement issues of mowing lawns, etc.

Special Assessments Revenue



Special Assessment Revenue

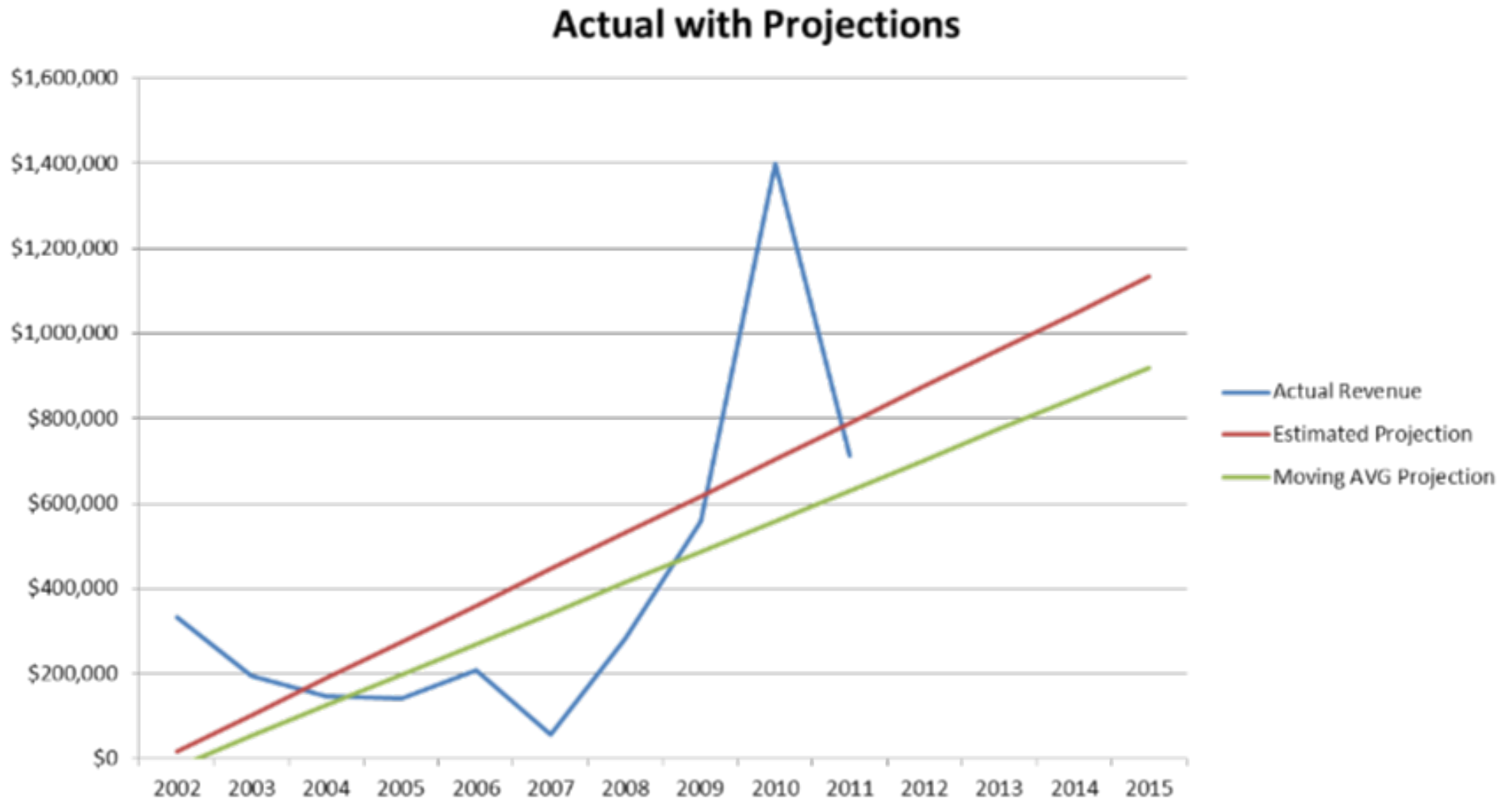
Continued

FY		Actual Collections	Est. Projections	3 Year AVG	AVG Projections
2001	0	\$9,799	\$10,130	#N/A	\$10,276
2002	1	\$17,864	\$9,624	#N/A	\$9,716
2003	2	\$5,688	\$9,119	\$11,117	\$9,156
2004	3	\$14,329	\$8,613	\$12,627	\$8,595
2005	4	\$0	\$8,108	\$6,672	\$8,035
2006	5	\$0	\$7,602	\$4,776	\$7,475
2007	6	\$8,281	\$7,097	\$2,760	\$6,914
2008	7	\$3,796	\$6,591	\$4,026	\$6,354
2009	8	\$5,231	\$6,086	\$5,769	\$5,793
2010	9	\$10,873	\$5,580	\$6,633	\$5,233
2011	10	\$7,433	\$5,075	\$7,846	\$4,673
2012	11		\$4,569		\$4,112
2013	12		\$4,064		\$3,552
2014	13		\$3,558		\$2,991
2015	14		\$3,053		\$2,431

Miscellaneous Revenues

- All other revenue streams
- Audit adjustments also handled under this category

Miscellaneous Revenue



Miscellaneous Revenue

Continued

FY		Actual Collections	Est. Projections	3 Year AVG	AVG Projections
2001	0	\$284,893	-\$69,344	#N/A	-\$91,736
2002	1	\$332,209	\$16,566	#N/A	-\$19,509
2003	2	\$195,298	\$102,476	\$270,800	\$52,717
2004	3	\$145,792	\$188,386	\$224,433	\$124,944
2005	4	\$142,408	\$274,296	\$161,166	\$197,171
2006	5	\$208,572	\$360,207	\$165,591	\$269,397
2007	6	\$55,333	\$446,117	\$135,438	\$341,624
2008	7	\$282,919	\$532,027	\$182,275	\$413,850
2009	8	\$557,809	\$617,937	\$298,687	\$486,077
2010	9	\$1,398,860	\$703,847	\$746,529	\$558,303
2011	10	\$712,416	\$789,757	\$889,695	\$630,530
2012	11		\$875,667		\$702,757
2013	12		\$961,578		\$774,983
2014	13		\$1,047,488		\$847,210
2015	14		\$1,133,398		\$919,436

2012-13 Trend Recap and Recommendations

	EST Projection	AVG Projection	Staff Recommended (Est)
Property Tax	\$2,779,468	\$2,566,474	\$2,711,600
TIF	\$557,678	\$527,602	\$278,570
UTRET	\$149,625	\$145,016	\$120,000
Mobile Home Tax	\$9,621	\$10,345	\$11,500
Hotel	\$51,907	\$49,832	\$39,000
LOST	\$895,397	\$804,176	\$670,000
Licenses & Permits	\$13,560	\$18,558	\$21,000
Use of Money & Property	\$200,870	\$232,575	\$121,000
Federal, State & Local	\$973,858	\$762,119	\$250,000
Road Use Tax	\$633,017	\$612,253	\$685,000
Sewer	\$2,553,776	\$2,406,041	\$2,300,000
Other	\$758,086	\$754,714	\$613,000
Special Assessment	\$4,064	\$3,552	\$4,000
Miscellaneous	\$961,578	\$774,983	\$250,000
Total	\$10,542,505	\$9,668,240	\$8,074,670

Other Potential Revenue Sources

- Franchise Fees
- Permits

Franchise Fees

- Utility

- 2009 Legislature passed legislation for Cities to charge up to 5% franchise fee on gas and electric
- Cannot charge both a Sales Tax (1%) and franchise fee
- Would need to renegotiate Franchise Agreements with Utilities
- Could have different percentage for Residential, Commercial, Industrial

Franchise Fees Continued

- Other Franchise Fees could include Cable, Landline Telephone, and Cell Phone Providers

Permits

- Permit Fees are the among the lowest in the State
- May be worth discussion as to whether or not to consider raising fees